

Commonwealth of Virginia Appalachian Regional Commission

20 13 | **REQUEST FOR PROPOSALS AREA DEVELOPMENT**



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities
www.dhcd.virginia.gov

ARC REQUEST FOR PROPOSALS

TABLE OF CONTENTS

| | |
|--|-----------|
| PROGRAM AND CONTACT INFORMATION..... | 1 |
| VIRGINIA ARC PROGRAM OBJECTIVES | 3 |
| Virginia ARC Objective I | 3 |
| Virginia ARC Objective II | 4 |
| Virginia ARC Objective III | 5 |
| Virginia ARC Objective IV | 6 |
| VIRGINIA ARC FUNDING..... | 7 |
| Implementation Strategy | 7 |
| ELIGIBLE APPLICANTS..... | 7 |
| Economic Stress Designations..... | 7 |
| Funding and Match | 8 |
| Submission Requirements..... | 8 |
| Timetable | 8 |
| ARC Resources | 9 |
| Planning District Commission Review | 9 |
| Letters of Benefit and Support Commitment: | 9 |
| Proposed Basic Federal Administering Agency and Approval Status: | 10 |
| APPLICATION REVIEW PROCESS | 10 |
| ASSET-BASED DEVELOPMENT | 11 |
| Eligible Projects | 11 |
| Cultural Assets..... | 11 |
| Natural Assets | 11 |
| Leadership/Community Assets | 11 |
| Structural Assets | 11 |
| Ineligible Projects | 12 |
| TELECOMMUNICATIONS INITIATIVE..... | 13 |
| Eligible Projects | 13 |
| Planning | 14 |
| System Development and Technical Support..... | 14 |
| Physical Implementation | 14 |
| Ineligible Projects | 14 |
| ENERGY EFFICIENCY INITIATIVE | 15 |
| APPENDIX A – CAMS..... | 17 |
| APPENDIX B – OUTPUTS AND OUTCOMES | 19 |
| Goal 1 – Economy..... | 19 |
| Goal 2 – Health and Education..... | 20 |
| Goal 3 - Infrastructure..... | 21 |

| | |
|--|-----------|
| Goal 4 – ADHS System | 21 |
| APPENDIX C – PROJECT SUMMARY FORMAT | 22 |

VIRGINIA APPALACHIAN REGIONAL COMMISSION PROGRAM AND CONTACT INFORMATION

The Appalachian Regional Commission, or ARC, is an independent Federal agency created through the Appalachian Regional Development Act of 1965. ARC's mission is to be an advocate for and partner with the people of Appalachia to create opportunities for self-sustaining economic development and improved quality of life.

Virginia is one of thirteen states in the ARC region. The Appalachian Regional Commission programs, other than the Highway program, are administered in the Commonwealth of Virginia by the Virginia Department of Housing and Community Development. The Virginia ARC Program is managed by:

William C. Shelton

Director
ARC State Alternate

Denise H. Ambrose

Associate Director
ARC Program Manager
(804) 371-7029
denise.ambrose@dhcd.virginia.gov

Contacts for the 2013 Competition:

Chris Thompson

Policy Manager
(804) 371-7056
Chris.Thompson@dhcd.virginia.gov

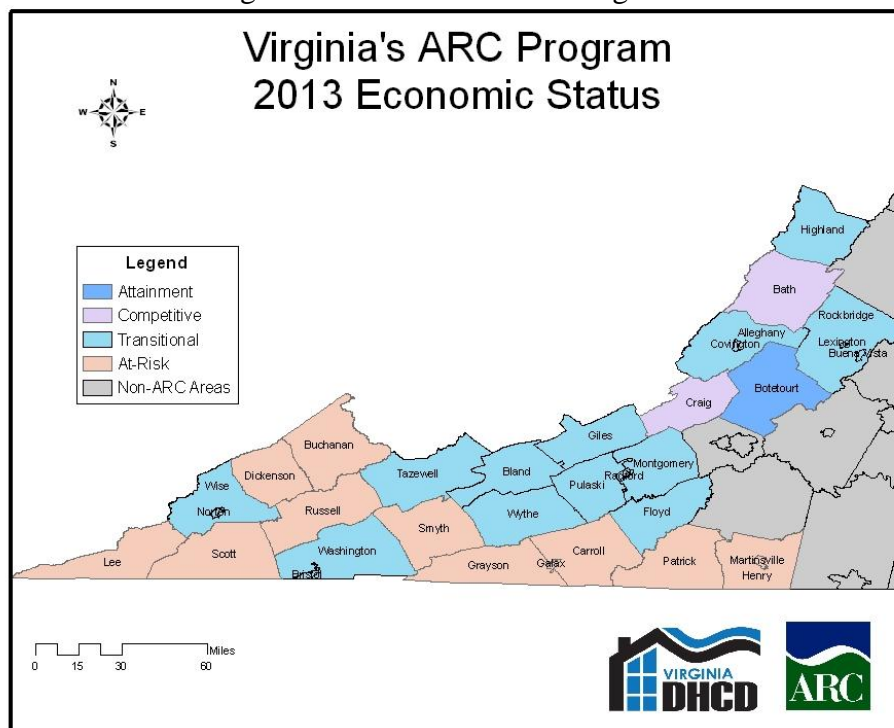
Keith Sherrill

Policy Analyst
(804) 371-7055
Keith.Sherrill@dhcd.virginia.gov

In Virginia, twenty-five counties and eight independent cities are eligible for in the ARC program. These localities and their economic stress designation are as follows:

| Counties | | | |
|---------------------|---------------------|----------------------|---------------------|
| Alleghany County | <i>Transitional</i> | Lee County | <i>At Risk</i> |
| Bath County | <i>Competitive</i> | Montgomery County | <i>Transitional</i> |
| Bland County | <i>Transitional</i> | Patrick County | <i>At Risk</i> |
| Botetourt County | <i>Attainment</i> | Pulaski County | <i>Transitional</i> |
| Buchanan County | <i>At Risk</i> | Rockbridge County | <i>Transitional</i> |
| Carroll County | <i>At Risk</i> | Russell County | <i>At Risk</i> |
| Craig County | <i>Transitional</i> | Scott County | <i>At Risk</i> |
| Dickenson County | <i>At Risk</i> | Smyth County | <i>At Risk</i> |
| Floyd County | <i>Transitional</i> | Tazewell County | <i>Transitional</i> |
| Giles County | <i>Transitional</i> | Washington County | <i>Transitional</i> |
| Grayson County | <i>At Risk</i> | Wise County | <i>Transitional</i> |
| Henry County | <i>At Risk</i> | Wythe County | <i>Transitional</i> |
| Highland County | <i>Transitional</i> | | |
| Cities | | | |
| City of Bristol | <i>Transitional</i> | City of Lexington | <i>Transitional</i> |
| City of Buena Vista | <i>Transitional</i> | City of Martinsville | <i>At Risk</i> |
| City of Covington | <i>Transitional</i> | City of Norton | <i>Transitional</i> |
| City of Galax | <i>At Risk</i> | City of Radford | <i>Transitional</i> |

Virginia receives funding from the Appalachian Regional Commission on an annual basis and through special initiatives for distribution in these localities. Virginia prepares a State Strategy on an annual basis which guides its use of ARC funding.



VIRGINIA ARC PROGRAM OBJECTIVES

Virginia's Four Year Development Plan and Annual Strategy Statement identify the objectives of Virginia's program which are consistent with ARC's strategic goals. The state objectives are closely correlated to the Appalachian Regional Commission Goals, and several specific strategies are developed for each objective. Virginia's objectives, the corresponding ARC goal, and the specific strategies are as follows:

VIRGINIA ARC OBJECTIVE I

Promote regional partnerships that support regional economic development, encourage activities that diversify the economic base, enhance entrepreneurial activities, develop a highly skilled, competitive workforce, and provide training and technical assistance to agents engaged in economic development.

ARC Goal:

Increase job opportunities and per capita income in Appalachia to reach parity with the nation.

Strategies:

- 1.1 Encourage public-private sector partnerships and regional approaches to economic development, marketing, regional competitiveness, and business assistance.
- 1.2 Develop and market strategic assets for local economies (heritage and cultural tourism and creative economies).
- 1.3 Support tourism activities that are directly linked to overall regional economic development strategies.
- 1.4 Encourage projects which diversify the economic base, including asset-

- based development and energy-related projects.
- 1.5 Encourage communities and community leaders to develop the skills and tools necessary to use existing and innovative telecommunications technology to assist in their community and economic development efforts.
- 1.6 Participate in business development efforts which will assist existing businesses with expansion activities.
- 1.7 Assist with installation of public infrastructure (water, sewer, fiber) for new business location / expansion, creating jobs for the Region.
- 1.8 Assist in the expansion of the availability of capital for small and medium-sized businesses, including microenterprises and new small technology-based companies through the use of revolving loan funds or other financing mechanisms.
- 1.9 Assist small and medium-sized businesses to access markets for their products, with emphasis on export training and assistance that will enable them to participate in the international marketplace.
- 1.10 Encourage the development of telecommunications and other technologies to assist in improving the participation of Appalachian businesses in the international marketplace.
- 1.11 Support the expansion of value-added businesses and sustainable development strategies to build sustainable local economies.

- 1.12 Capitalize on the economic potential of the Appalachian Development Highway System.
- 1.13 Support programs that will ensure the availability of a workforce with skills and abilities required to promote economic retention and growth.
- 1.14 Implement workforce readiness programs such as technologically literate workforce training and technological training in math, science, and engineering that will ensure students are given the necessary skills to enable them to find and hold jobs.
- 1.15 Strengthen the delivery of workforce training programs among the various provider agencies in order to improve the business retention, expansion, and formation efforts.
- 1.16 Support programs that will provide access to entrepreneurship training for high school students and adults.
- 1.17 Foster civic entrepreneurship.
- 1.18 Assist communities and regions in establishing ongoing strategic planning and management processes.
- 1.19 Encourage efforts to establish ongoing local and regional civic and leadership development programs.
- 1.20 Encourage Local Development Districts (LDDs) to become more involved in local and regional capacity building.
- 1.21 Support energy-related projects, including research of carbon sequestration, energy-efficiency technologies, alternative energies and biofuels, and coal mine reclamation.
- 1.22 Support projects that encourage broad-based, regional cooperation

and provide increased regional economic growth opportunities.

VIRGINIA ARC OBJECTIVE II

Develop a world class work force that is well educated and appropriately trained for the job market, as well as provide adequate health care services throughout the Region.

ARC Goal:

Strengthen the capacity of the people of Appalachia to compete in the global economy.

Strategies:

- 2.1 Provide skill development training for high demand jobs which currently lack adequate training programs (ex. Construction, telecommunications, energy).
- 2.2 Continue to support initiatives that will reduce the school dropout rates.
- 2.3 Support programs that will improve the enrollment of Virginia Appalachians in post-secondary education.
- 2.4 Continue to expand educational opportunities through telecommunications.
- 2.5 Strengthen the delivery of workforce training programs among the various provider agencies in order to improve the business retention, expansion and formation efforts.
- 2.6 Implement work force readiness programs such as technologically literate work force training and technological training in math, science that will ensure students are given the necessary skills to enable them to find and hold jobs.
- 2.7 Encourage educational programs which train students in cultural and

- heritage arts, such as traditional music and craft production.
- 2.8 Encourage communities and community leaders to develop knowledge, skills and abilities necessary to use existing and innovative telecommunications technology to assist in their community and economic development efforts.
 - 2.9 Encourage the establishment of partnerships and innovative arrangements among health care providers in Appalachian Virginia in order to assure quality care and the efficient use of available health care resources.
 - 2.10 Encourage the use of telemedicine technology to assist in the delivery of rural health care services, to include wellness and prevention efforts.
 - 2.11 Support projects which include wellness and healthcare prevention efforts.
 - 2.12 Continue efforts to place doctors and other medical professionals in medically underserved areas through physician and other recruitment programs.
 - 2.13 Support efforts to initiate and expand early childhood education programs.
 - 2.14 Support programs to increase access to quality child care.
 - 2.14 Encourage local leaders to develop innovative, cost-effective arrangements for delivery of healthcare services, including regional approaches, privatization and service consolidation.
 - 2.15 Foster civic entrepreneurship.

VIRGINIA ARC OBJECTIVE III

Assist communities to provide and develop an adequate physical infrastructure to support economic development opportunities and improve the quality of life.

ARC Goal:

Develop and improve Appalachia's infrastructure to make the Region economically competitive.

Strategies:

- 3.1 Assist community water supply and wastewater treatment projects that will support private investment leading to job creation or retention.
- 3.2 Assist community water supply and wastewater treatment projects that will support private investment leading to job creation or retention in distressed counties and that will address serious health/environmental compliance problems. Such projects could be proposed to be carried out through a Self-Help method of implementation.
- 3.3 Support continued efforts to expand the Region's stock of safe, affordable housing.
- 3.4 Build and enhance environmental infrastructure, such as brownfields redevelopment and eco-industrial activities.
- 3.5 Support infrastructure projects where installation of telecommunication conduit (dark fiber) is included in construction with the larger infrastructure project, to increase local and regional connectivity.
- 3.6 Provide financial and technical assistance to communities for development of industrial sites and parks, shell buildings, business incubators and micro-enterprises.

- 3.7 Increase accessibility and utilization of telecommunications technology, especially to identify markets and consumer groups.
- 3.8 Support public-private sector partnerships, which provide clear and measurable service outcomes directly associated with quality sustainable job creation activities, to deploy advanced traditional and nontraditional cost-effective solutions and increase advanced telecommunications infrastructure capacity.
- 3.9 Provide access to child and adult care services in specific work-related environments.
- 3.10 Assist in the local revitalization efforts that will increase the physical and economic revitalization of communities, neighborhoods and downtowns.
- 3.11 Support local access road projects which would result in job creation or retention opportunities or community revitalization.
- 3.12 Help establish multi-county projects for establishing solid waste collection, disposal and recycling.
- 3.13 Foster development of an intermodal transportation network.
- 3.14 Capitalize on the ADHS and its development potential.
- 3.15 Support projects that promote energy conservation, green building, use of eco-friendly resources, and sustainable land-use practices.
- 3.16 Encouraging sustainable economic use of natural resources.
- 3.17 Conserving the natural places in the region for ecotourism.

- 3.18 Supporting land use and development strategies that promote sustainable communities and which seek to align transportation, housing, economic development, and environmental issues.

VIRGINIA ARC OBJECTIVE IV

Expand and upgrade existing roadways in rural communities to allow greater access to resources and opportunities for increased economic growth.

ARC Goal:

Build the Appalachian Development Highway System to reduce Appalachia's isolation.

Strategies:

- 4.1 Capitalize on the ADHS and its development potential.
- 4.2 Promote a development approach for the ADHS that preserves the cultural and natural resources of the Region while enhancing economic opportunity.
- 4.3 Encourage strategic, appropriate development along ADHS corridors (industrial parks, commercial development, and intermodal transportation).
- 4.4 Continue to support the development of the Coalfields Expressway.
- 4.5 Support infrastructure projects where installation of telecommunication conduit (dark fiber) is included in construction with the larger infrastructure project to increase local and regional connectivity.
- 4.6 Foster civic entrepreneurship.

VIRGINIA ARC FUNDING

IMPLEMENTATION STRATEGY

Approximately \$2,300,000 is expected to be available in this round of funding for ARC projects. DHCD reserves the option to add additional ARC funds, if available. Final funding figures will be based on Virginia's ARC allocation pending federal budget approval for fiscal year 2013.

This RFP and the funding available is for both Area Development and Regional Initiatives projects, which is a change from previous years where a separate amount of funding was set-aside for Regional Initiative projects. Regional Initiatives includes Asset-Based Development, Energy Efficiency, and Telecommunications projects.

Eligible funding requests must meet the following criteria:

- Are clearly described with achievable performance outcomes,
- Applicant has the capacity to implement the project,
- Non-ARC resources are in place to leverage the requested funds,
- Project will be implemented using a collaborative approach, and
- The project is sustainable.

ELIGIBLE APPLICANTS

Non-profit organizations, educational institutions, Local Development Districts (Planning District Commissions), and state and local governmental entities are eligible to apply for Virginia ARC funding. Private organizations or for-profit businesses are not eligible to apply.

Nonprofit organizations must demonstrate adequate capacity to be an eligible applicant for ARC funds. To show adequate capacity, an applicant must have fulltime staff, a track record with managing comparable projects, and a current 501(c)3 status.

ECONOMIC STRESS DESIGNATIONS

Available ARC funding levels are based on the relative economic stress of the applicant's locality. Each eligible locality is classified into one of five categories. A description of this process, from the ARC website (www.arc.gov) is as follows:

The Appalachian Regional Commission (ARC) uses an index-based county economic classification system to identify and monitor the economic status of Appalachian counties. The system involves the creation of a national index of county economic status through a comparison of each county's averages for three economic indicators—three-year average unemployment rate, per capita market income, and poverty rate—with national averages. The resulting values are summed and averaged to create a composite index value for each county. Each county in the nation is then ranked, based on its composite index value, with higher values indicating higher levels of distress.

County Economic Levels

Each Appalachian county is classified into one of five economic status designations, based on its position in the national ranking.

Distressed

Distressed counties are the most economically depressed counties. They rank in the worst 10 percent of the nation's counties.

Note – Virginia does not have any Distressed localities for the 2013 program year.

At-Risk

At-Risk counties are those at risk of becoming economically distressed. They rank between the worst 10 percent and 25 percent of the nation's counties.

Transitional

Transitional counties are those transitioning between strong and weak economies. They make up the largest economic status designation. Transitional counties rank between the worst 25 percent and the best 25 percent of the nation's counties.

Competitive

Competitive counties are those that are able to compete in the national economy but are not in the highest 10 percent of the nation's counties. Counties ranking between the best 10 percent and 25 percent of the nation's counties are classified competitive.

Attainment

Attainment counties are the economically strongest counties. Counties ranking in the best 10 percent of the nation's counties are classified attainment.

FUNDING AND MATCH

Available Funding - Area Development

The maximum amount of Virginia ARC Area Development assistance available per project is \$500,000 for a Construction project and \$100,000 for a Non-Construction project.

Available Funding – Regional Initiatives

The maximum amount of Virginia ARC Asset-Based Development, Energy Efficiency (unless a portion of a larger Area Development construction project), or Telecommunications assistance available per project is \$100,000.

Required Match

All Virginia ARC assistance must be matched **dollar for dollar or 50% match** with local

(non-Federal) funding, unless the project is in a:

- At-Risk locality which must provide a 30% match for 70% ARC funds, or
- Competitive locality, which must provide a 70% match for 30% ARC funds.

It is generally expected that this will be a cash match; however, in certain projects, it is appropriate for in-kind resources to make up a portion of the match. **In no case shall in-kind resources make up more than 50% of the required match of a project.**

SUBMISSION REQUIREMENTS

It is strongly suggested that applicants contact DHCD to discuss the submission of their proposal. This discussion will ensure that the applicant's proposed idea is eligible and will provide insight regarding DHCD's investment philosophy on the proposed project.

All proposals must contain direct responses to all required items and must provide well organized information in the form of complete sentences and proper paragraphs. Only relevant attachments should be included and these should be organized as requested.

ALL PROPOSALS MUST BE SUBMITTED THROUGH THE CAMS ON-LINE APPLICATION SYSTEM. CAMS CAN BE ACCESSED THROUGH THE DHCD WEBSITE AT www.dhcd.virginia.gov. SEE APPENDIX A FOR ADDITIONAL INFORMATION ON CAMS.

TIMETABLE

The deadline for submission of 2013 ARC proposals is Wednesday, September 19, 2012.

DHCD anticipates completion of proposal reviews by late November 2012. Notice of funding decisions should follow in early 2013. All proposals should include performance targeting, outputs, and outcomes. Outcomes which can be achieved within the one year contract should be identified. Additional long-term outcomes may be projected for up to two years beyond contract expiration and must be tracked.

Proposals should assume the receipt of contracts and initiation of activities by, but no earlier than, August 1, 2013. Be aware, if project activities begin prior to ARC approval and contract execution the entire project is at risk of being deemed ineligible. This includes activities funded by match that is used as leverage for the ARC request.

ARC RESOURCES

Applicants are encouraged to visit the ARC website at: www.arc.gov. This site contains numerous data sets, research reports, and links to other sources of information.

PLANNING DISTRICT COMMISSION REVIEW

Copies proposals must be provided to the local Planning District Commission (Local Development District). **This should be submitted to the PDC no later than September 17, 2012.** The purpose of this requirement is to keep the PDC informed of potential projects. The PDCs are also available to assist applicants in developing projects. The PDC role is not to accept, reject, or otherwise screen these proposals.

LENOWISCO PDC

Mr. Glen Skinner
P.O. Box 366
Duffield, Virginia 24244

Phone: (276) 431-2206

Cumberland Plateau PDC

Mr. Jim Baldwin
P.O. Box 548
Lebanon, Virginia 24266
Phone: (276) 889-1778

Mount Rogers PDC

Mr. David Barrett
1021 Terrace Drive
Marion, Virginia 24354
Phone: (276) 783-5103

New River Valley PDC

Mr. Kevin Byrd
6580 Valley Center Drive
P. O. Box 21
Radford, Virginia 24141
Phone: (540) 639-9313

Roanoke Valley-Alleghany PDC

Mr. Wayne Strickland
P. O. Box 2569
Roanoke, Virginia 24010
Phone: (540) 343-4417

Central Shenandoah PDC

Ms. Bonnie Riedesel
112 MacTanly Place
Staunton, Virginia 24401
Phone: (540) 885-5174

West Piedmont PDC

Mr. Aaron Burdick
P.O. Box 5268
Martinsville, Virginia 24115
Phone: (276) 638-3987

LETTERS OF BENEFIT AND SUPPORT COMMITMENT:

Applicants must be prepared to provide letters and other documentation which provide confirmation that the

project will benefit the number of individuals it is targeting. Applicants are strongly encouraged to solicit letters from proposed beneficiaries. Letters from potential project partners should be available as evidence of additional project support.

PROPOSED BASIC FEDERAL ADMINISTERING AGENCY AND APPROVAL STATUS:

Construction Projects

All construction projects must have a Basic Agency identified to administer the grant. Identify the proposed Basic Federal Administering Agency and the status of that agency's approval of this project, specifically whether a pre-application or application was submitted and whether that application was approved. Contact DHCD if you need help in identifying the Basic Agency.

Non-Construction Projects

For non-construction projects this shall be ARC.

APPLICATION REVIEW PROCESS

DHCD will review proposals and as necessary, may ask for additional information or clarification. Once projects are selected for funding a recommendation is prepared for the Governor's office. Following announcement by the Governor's office, DHCD will coordinate with successful applicants to revise or in some cases, substantially re-write proposals if needed, complete necessary federal forms, and resolve any outstanding issues that were noted in the review. Applicants must respond by the deadline provide or they may jeopardize funding. Please note the recommendation from the Governor's office **does not** guarantee funding. Once all additional proposal information is returned to DHCD, proposals will reviewed and then sent to ARC for final approval. ARC will review proposals and may ask for additional information as well. Funding is only secured after ARC has approved the proposal.

ASSET-BASED DEVELOPMENT

ARC may be an appropriate funding source for Asset-Based Development projects with the goal to build a strong and sustainable asset-based economy, bringing jobs and prosperity to Appalachian communities while preserving their character. Replacing the previous Entrepreneurship Initiative, this program seeks to develop the cultural, natural, community, structural, and local business and economic assets of the Region.

Asset-based development does *not* focus on filling gaps in the development landscape, or on the provision of amenities, which often occurs at the expense of leveraging unique assets and community strengths. For example, supporting a unique community asset like the Carter Family Fold is a compelling asset-based activity, while engaging with local wellness centers, which are not unique to the Region and are based in many mid-sized communities, would not. In general, support for local ballets, provision of water or sewer lines, and studies for access roads do not fit well into an asset-based development framework.

ELIGIBLE PROJECTS

Implementation of projects which address one of the five key elements of asset-based development are eligible. The five elements are:

Cultural Assets

Promotion of arts, culture, and heritage products or businesses; examples are:

- Creating heritage trails
- Developing apprenticeship programs
- Supporting locally-based entrepreneurs
- Promotion / branding of cultural assets

- Support for “greening” of traditional industries

Natural Assets

Capitalizing on the Region’s mountains, rivers, forests, and lands (ecological assets) to promote economic development or to diversify the local economy; examples are:

- Promotion of outdoor sports and recreation
- Value-added farming, organic farming
- Sustainable timbering and value-added processing
- Development of communities as gateways to cultural amenities

Leadership/Community Assets

Training and preparation of local sparkplugs to be civic leaders; examples are:

- Business / leadership programs
- Technical assistance to establish boards or governing bodies

Structural Assets

Utilizing the existing built-environment Brownfield redevelopment; examples are:

- Finding new uses for old buildings, such as conversion of overlooked and underused facilities into business or commercial centers, business incubators, or educational uses
- Targeted aspects of downtown revitalization
- Business / Economic Assets
- Supporting local existing and expanding businesses; examples are:
- Innovative finance mechanisms
- Educating current and future entrepreneurs
- Physical or operational assistance to a small business incubator that provides a

broad array of entrepreneurial assistance services

- Market research and feasibility studies to identify potential areas for new business or business expansion
- Product development assistance resulting in the creation of new businesses and / or jobs

Ineligible Projects

The following types of proposals will be considered ineligible for 2013 Virginia ARC funding:

- Those that do not support the ARC goals for the Asset-Based Development Initiative, including those targeting assistance for non-local businesses
- Those that do not present clear outcomes for the Virginia ARC investment
- Those that do not add significantly to currently available resources

TELECOMMUNICATIONS INITIATIVE

The Virginia ARC program may be appropriate for telecommunications initiative that seek to stimulate economic growth and improve the standard of living in the Region through technology-related avenues. ARC's

Information Age Appalachia

telecommunications and information technology program was created to promote the development of telecommunications in Appalachia, with a special focus on helping the Region's distressed counties. In November 2001, the Commission approved a policy statement for the Information Age Appalachia program:

The Information Age Appalachia program envisions Appalachia as a prosperous and vibrant region with full access to the tools of the Information Age, and possessing the knowledge and capacity to use those tools to compete successfully in the twenty-first-century economy.

The overall program will support the Commission's four strategic goals by focusing on the following four distinct subject areas:

Focus Area One: Access and Infrastructure

Broaden the availability of advanced telecommunications services by promoting increased infrastructure investments from both private sector and government sources.

Focus Area Two: Education and Training

Ensure that the region is supporting today's workforce as well as developing the workforce of tomorrow by integrating technology into K-12 and continuing education programs plus expanding community awareness and training programs.

Focus Area Three: E-Commerce

Improve the competitiveness of businesses in the region by increasing the adoption of e-commerce practices.

Focus Area Four: Technology Sector Job Creation

Increase employment in the technology sector for producer and user industries through investment and entrepreneurship support.

ELIGIBLE PROJECTS

Proposals will be accepted for the following project types:

- Planning
- System Development and Technical Support
- Implementation

Applicants may submit proposals that target a single project type or a combination of project types that marries either: a) Planning and System Development and Technical Support, or b) Planning and Implementation. Projects may not target all three of the project types. Applicants submitting for an implementation and/or a system development project must have completed a Regional Telecommunications Plan last year, and the proposed project must fit within this Plan.

Funding is available for System Development/Technical Support or Implementation projects. However, prior to funding either of these project types, however, there must be a Community Telecommunications Plan in place for the locality / region that will be served by the proposed project. This Community Telecommunications Plan must indicate that the locality has seriously considered its need and demand for the proposed project.

Examples of eligible project activities are:

Planning

- Regional Coordination: PDC wide or multi-county
- Public/Private Partnership strategy
- Community Telecommunications Plan

System Development and Technical Support

- Community Business Training and Education Program
- Establishment of Community Cooperative
- Establishment of E-Village
- Development of community tech support

Physical Implementation

- Installation of a wireless network
- Installation of “last mile” dark fiber loop
- Installation of a co-location facility/equipment

Note: Installation of “Backbone” is generally NOT an eligible activity.

Ineligible Projects

The following types of proposals will be considered ineligible for ARC funding:

- Those that do not support the ARC goals for the Appalachian Telecommunications Initiative, including those targeting assistance for non-local businesses such as the location of branch plants;
- Those that do not present clear outcomes for the ARC TI investment;
- Those that do not add significantly to currently available resources;
- Those that have no relevance to the use of telecommunications infrastructure; or,
- Those that include funding for efforts which exclude potential participants based on factors beyond business interest or skill level, including assistance based on religious affiliation or membership.

ENERGY EFFICIENCY INITIATIVE

ARC funds may be available to support costs for the actual dollar amount of the Energy Efficiency components of a project. Energy Efficiency investment is intended for projects that have a broad, regional impact or that create a model for future efficiency improvements. General retrofitting of buildings for improved energy efficiency is a low priority for the ARC program. Energy Efficiency proposals must contain complete and detailed responses to the following items:

Energy Efficiency Questions:

Identify any energy efficient features to be utilized in this project. Describe any efforts

that were made to improve the energy efficiency of the project, including a discussion of features that were considered but were not included.

Comment on any efforts that have been made to improve the energy efficiency of the proposed project. If any “green building” standards are being utilized, please identify them. Recommended areas that should be discussed are energy efficiency considerations related to the building design, materials used, and technology utilized.

APPENDIX A – CAMS

CAMS is DHCD's on-line application and grant management system. All 2013 applications for ARC funding shall be submitted through CAMS. You can access CAMS at:

<https://dmz1.dhcd.virginia.gov/camsportal/Login.aspx>

In order to access CAMS and complete an application for funding, organizations must complete a profile request. The request for a profile can be made by going to the CAMS site and selecting the "Registration" option. In order to register your organization, you will need your organizations DUNS number and FEIN number. Please allow up to five business days for DHCD to process and approve your registration request.

Once your organization has been registered, you may log in with your username and password and select the "Applications and Programs" option. From this page, select the "Apply" option and select "2013 Appalachian Regional Commission – Area Development" from the dropdown. A description of the program and the button to "apply" will appear.

As you complete the application, be sure to save each page. You have the option to close out of CAMS and return to the application at any time until the application is submitted or the deadline has passed.

If you need assistance with the registration or completion of the application in CAMS, please send an email request to the CAMS help team through the "contact us" link at the bottom of every page in CAMS. Someone will contact you as soon as possible to provide needed assistance.

APPENDIX B – OUTPUTS AND OUTCOMES

GOAL 1 – ECONOMY

Measures:

| | |
|---|---|
| ENTREPRENEURSHIP/BUSINESS INCUBATOR | |
| Output Measurement – number of <input type="checkbox"/> <i>participants</i> <input type="checkbox"/> <i>businesses served / assisted (existing and new)</i> | Outcome Measurement – number of <input type="checkbox"/> <i>new businesses created or graduated</i> <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>jobs retained</i> <input type="checkbox"/> <i>Leveraged Private Investment</i> <input type="checkbox"/> <i>participants with improved skills or completed program(such as course with certified skills)</i> |
| EXPORT | |
| Output Measurement – number of <input type="checkbox"/> <i>participants</i> | Outcome Measurement – increase in <input type="checkbox"/> <i>Export dollars</i> |
| HIGH VALUE, HIGH WAGE EMPLOYMENT OPPORTUNITIES | |
| Output Measurement – number of <input type="checkbox"/> <i>new/revised strategic plans</i> | Outcome Measurement – number of <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>jobs retained</i> |
| TELECOMMUNICATIONS | |
| Output Measurement – number of <input type="checkbox"/> <i>participants</i> <input type="checkbox"/> <i>businesses hooking on</i> | Outcome Measurement – number of <input type="checkbox"/> <i>new telecommunications sites serving 50 clients per week offering telemedicine, distance learning, governmental or business applications</i> <input type="checkbox"/> <i>number of trainees with improved skills</i> <input type="checkbox"/> <i>miles of infrastructure or new technology deployed</i> |
| TOURISM DEVELOPMENT | |
| Output Measurement – number of <input type="checkbox"/> <i>businesses assisted</i> | Outcome Measurement – number of <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>Leveraged Private Investment</i> <input type="checkbox"/> <i>“new” tourists</i> <input type="checkbox"/> <i>revenue generated</i> |

GOAL 2 – HEALTH AND EDUCATION

Measures:

| | |
|---|--|
| WORKERS RECEIVING BASIC EDUCATION, SKILLS TRAINING, SKILLS UPGRADING OR CUSTOMIZED TRAINING. | |
| Output Measurement – number of workers <input type="checkbox"/> <i>participating in skills training activity</i> | Outcome Measurement – number of workers <input type="checkbox"/> <i>obtained employment</i> <input type="checkbox"/> <i>retained employment</i> |
| STUDENTS PARTICIPATING IN SCHOOL READINESS, DROPOUT PREVENTION, SCHOOL-TO-WORK TRANSITION AND GED PROGRAMS. | |
| Output Measurement – number of students <input type="checkbox"/> <i>participating in educational activity</i> | Outcome Measurement – number of students <input type="checkbox"/> <i>obtained a GED (within 1 year)</i> <input type="checkbox"/> <i>graduated from high school (at-risk dropouts)</i> <input type="checkbox"/> <i>completed a school readiness activity and tested on grade level entering kindergarten</i> <input type="checkbox"/> <i>entered college after high school (within 1 year)</i> <input type="checkbox"/> <i>entered workforce after participating in school-to-work program (within 1 year) (school/college students)</i> |
| TELECOMMUNICATIONS | |
| Output Measurement – number of <input type="checkbox"/> <i>students</i> <input type="checkbox"/> <i>workers</i> | Outcome Measurement – number of <input type="checkbox"/> <i>new telecommunications sites serving workers/students per week</i> |
| HEALTH CARE PROFESSIONALS RECRUITMENT | |
| Output Measurement – number of <input type="checkbox"/> <i>health care professionals recruited</i> <input type="checkbox"/> <i>annual patient office visits</i> | Outcome Measurement – number of <input type="checkbox"/> <i>patients with improved health care</i> |
| INTEGRATED HEALTH CARE DELIVERY | |
| Output Measurement – number of <input type="checkbox"/> <i>participants</i> | Outcome Measurement – number of <input type="checkbox"/> <i>participants with improved health</i> |

GOAL 3 - INFRASTRUCTURE

Measures:

| WASTE/SEWER/WASTE DISPOSAL SYSTEM | |
|---|---|
| Output Measurement – number of <input type="checkbox"/> <i>linear feet</i> <input type="checkbox"/> <i>businesses served</i> <input type="checkbox"/> <i>increase in capacity or storage</i> | Outcome Measurement – number of <input type="checkbox"/> <i>households served (new)</i> <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>jobs retained</i> <input type="checkbox"/> <i>Leveraged Private Investment</i> |
| INDUSTRIAL PARK/COMMUNITY REVITALIZATION | |
| Output Measurement – number of <input type="checkbox"/> <i>Linear feet installed</i> <input type="checkbox"/> <i>businesses served</i> <input type="checkbox"/> <i>housing units</i> | Outcome Measurement – number of <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>jobs retained</i> <input type="checkbox"/> <i>housing units</i> <input type="checkbox"/> <i>Leveraged Private Investment</i> |
| TELECOMMUNICATIONS | |
| Output Measurement – number of <input type="checkbox"/> <i>participants</i> <input type="checkbox"/> <i>businesses served</i> <input type="checkbox"/> <i>jobs created / retained</i> | Outcome Measurement – number of <input type="checkbox"/> <i>new telecommunications sites offering tele-health, distance learning, governmental or business applications</i> <input type="checkbox"/> <i>Leveraged Private Investment</i> |

GOAL 4 – ADHS SYSTEM

Measures:

| ADHS CORRIDOR DEVELOPMENT | |
|---|--|
| Output Measurement – number of <input type="checkbox"/> <i>new revised strategic plans</i> | Outcome Measurement – number of <input type="checkbox"/> <i>jobs created</i> <input type="checkbox"/> <i>jobs retained</i> |

APPENDIX C – PROJECT SUMMARY FORMAT

(2 page maximum)

Project Title: Title of the Project

Project Grantee: Provide name, address, and contact information, including email.

County(ies) to be Served: List each county and its designation (e.g. transitional, distressed, etc.)

List the Distressed Area Census Tracts – Use the *County Economic Status and Distressed Area* report in your packet

Basic Agency: Not required for non-construction projects

Goal/Strategy: Identify the primary ARC Goal and State Objective which the project will address. Specify the State Strategies by number

Purpose: 1-2 sentence statement describing overall purpose of proposed project

| Funding: | <u>Amount</u> | <u>% 'age</u> | <u>Source</u> |
|--------------|------------------|---------------|---------------|
| ARC | \$200,000 | 36 % | ARC AD |
| Federal | 200,000 | 36 % | RD Grant |
| State | 100,000 | 18 % | CDBG |
| Local | 50,000 | 9 % | RD Loan |
| Local | <u>10,000</u> | <u>1 %</u> | Grantee |
| Total | \$560,000 | 100 % | |

Description: Description of major activities to be conducted under grant proposal. The description should address who, what, where, when and how for each major activity.

Rationale:

- Critical circumstances that compel project to be funded
- Local, regional and/or state need for project
- Problems and/or issues that project will alleviate

- Why this project is a good investment of ARC funds and why the ARC funds are necessary

Benefit:

- Results and accomplishments to be derived from project
- Other non-quantifiable benefits (e.g. new partnerships, improved standard of living, etc.)

Output/Outcome:

- Identify output and outcome measurements (as defined by ARC, see Appendix B)
- Identify Outcomes of this proposal (as defined by ARC, see Appendix B)

Leveraged Private
Investment:

Identify anticipated private sector commitments (with associated dollar amounts) and associated job impacts that follow as a result of this project for a three-year period following completion of the project. *Does not apply to Planning Projects.*

